

ABSTRACT OF THE DISCLOSURE

A card package assembly is disclosed having a carrier for holding a card, a card having a back surface which has account-related indicia thereon, the account-related indicia being concealed by a scratch-off material layer adhered to an inner region of the back surface of the card, wherein the scratch-off material is removable to reveal the indicia. A dry-release adhesive is used to adhere the elements of the assembly such that separation of the elements exposes the scratch-off material and prevents reassembling of the assembly using the same adhesive. A label is preferably attached to the back of the card having at least two layers, the scratch-off material being applied between the layers on the first layer covering the indicia. The two layers are adhered together using the dry-release adhesive, and the second layer is preferably adhered to the carrier via a high tack adhesive. A method for assembling the card package assembly by providing the elements described above is also disclosed.

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